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U.S. DEPT. OF AGRICULTURE
 NATIONAL MARKETING ADMINISTRATION
 MAR 16 1966

WISCONSIN

FEDERAL MILK ORDER BULLETIN



for the
 Milwaukee, Northeastern
 and Madison Marketing Areas
 C. T. McCleery - Market Administrator

SEPTEMBER 1966

CHANGING FLUID MILK DISTRIBUTION PATTERNS

Recently reported data for 67 Federal order markets show that 87 percent of fluid milk product sales was whole milk items; 10 percent, skim milk items; 2 percent, milk and cream mixtures; and about 1 percent, cream items.¹⁾ About 72 percent of total sales in these markets was at wholesale (all sales other than home delivery, including sales to food stores, school, hospitals, restaurants, and other outlets). Thirty years ago, about 70 percent was home-delivered and only 30 percent was at wholesale.

While this shift has been occurring for many years, the trend may be slowing. Some milk handlers are starting to place more emphasis on home-delivery sales. Larger containers, fewer deliveries, an expanded line of products, increased emphasis on service, and price discounts will likely become more common on home delivery routes.²⁾ Other dealers have sold their home delivery routes to

specialized distribution firms (sub-dealers or vendors). Some fluid milk processors have closed their bottling plants and become sub-dealers for other fluid milk handlers.³⁾ Among regions, home deliveries varied widely in importance, from over 50 percent of 1965 milk sales in New England, to about 30 percent in the East South Central region.⁴⁾

Gallon and half-gallon containers continued to increase in importance. Of whole milk sales in November 1964, 54 percent was in half-gallon containers and about 18 percent in gallons compared with 53 percent and 14 percent respectively in November 1962. Over 60 percent of skim milk sales was in half-gallons and 27 percent in quarts in November 1964. Smaller sized containers were more important in the distribution of cream and milk and cream mixtures.

Only 29 percent of milk sales in the Middle Atlantic
 (Cont'd on page 3)

DATA IN BRIEF - FOR THE MAN IN A HURRY

	Milwaukee Order No. 39		Northeastern Wis. Order No. 45		Madison Order No. 51	
<u>AUGUST 1966</u>						
Class I Price & Differential	\$4.89	8.5¢	\$4.75	8.9¢	\$4.89	8.5¢
Class II Price & Differential	\$4.26	8.4¢	\$4.26	8.4¢	\$4.26	8.4¢
Producer Price & Differential	\$4.65	8.5¢	\$4.61	8.7¢	\$4.71	8.5¢
Pounds of Producer Milk	282,439,714		37,070,222		15,534,018	
Percentage in Class I	62.5%		68.6%		69.0%	
<u>SEPTEMBER 1966</u>						
Class I Price & Differential	\$5.10	8.8¢	\$4.96	9.1¢	\$5.10	8.8¢

♦ After May 1, 1966

SELECTED COMPARISONS OF WISCONSIN MARKETS

	Order No. 39 ▲			Order No. 45			Order No. 51		
	August		Com-	August		Com-	August		Com-
	'66	'65	parison	'66	'65	parison	'66	'65	parison
Average Daily:									
Producer Milk, thous. lbs.	2502	2479	.9%	1196	1056	13.3%	501	471	6.4%
Other Receipts, thous. lbs.	169	142	19.0	91	94	-3.2	112	112	-0-
Gross Class I, thous. lbs.	2073	1972	5.1	846	783	8.0	375	371	1.1
Gross Class II, thous. lbs.	724	780	-7.18	535	434	23.3	238	212	12.3
Deliveries per Farm, lbs	1076	1045	3.0	924	867	6.6	1010	936	7.9
Number of Farms	2362	2372	-10	1294	1219	7.5	496	504	-8
Avg. Test of Producer Milk, %	3.58	3.60	-.02	3.59	3.62	-.03	3.60	3.59	.01
Number of Handlers:									
Pool Plants	27	29	-2	57	60	-3	17	19	-2
Other Handlers	2	1	1	4	5	-1	7	9	-2
Producer Milk in Class I, %	85.3	79.0	6.3	68.6	71.5	-2.9	69.0	73.9	-4.9
Shrinkage to Total Receipts:									
Product Pounds, %	1.82	1.34		1.85	2.14		1.36	1.80	
Butterfat Pounds, %	1.51	1.05		2.52	2.29		1.03	1.28	

▲ Prior to May 1, 1966

NEARBY FEDERAL ORDER DATA

AUGUST 1966

MARKET	Producer Milk	Class I Milk	Class I Price 3.5% Milk	Producer Price 3.5% Milk	September 1966 Class I Price 3.5% Milk
	thous. lbs.	thous. lbs.	\$ per cwt.	\$ per cwt.	\$ per cwt.
Chicago, No. 30	*	*	*	*	*
Duluth-Superior, No. 69	11,592	7,563	5.20	4.77	5.41
Madison, No. 51	15,534	10,721	4.89	4.71	5.10
Michigan Upper Peninsula, No. 44	9,872	8,091	4.96	4.943	5.17
Milwaukee, No. 39 [♦]	282,440	176,505	4.89	4.65	5.10
Minneapolis-St. Paul, No. 68	109,964	63,284	4.96	4.74	5.125
Northeastern Wisconsin, No. 45	37,070	25,411	4.75	4.61	4.96
Quad Cities-Dubuque, No. 63	17,696	12,321	5.11	4.83	5.32
Rock River Valley, No. 38	36,352	29,990	4.93	4.83	5.14
Southern Michigan, No. 40	301,266	187,097	5.00	4.71	5.21

Note: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.

* Order terminated effective Midnight April 30.

♦ After May 1, 1966

COMPUTATION OF UNIFORM PRICES*

AUGUST 1966

Northeastern Wisconsin Marketing Area Federal Order No. 45				Madison Wisconsin Marketing Area Federal Order No. 51			
	Milk	Producer			Milk	Producer	
		B'Fat	Value			B'Fat	Value
Producer Milk in Class I	25,410,626	881,366	\$1,199,879.50		10,720,625	364,285	\$509,705.66
Producer Milk in Class II	11,659,596	451,407	533,088.52		4,813,393	194,950	227,294.80
Total Milk and Value Before Adjustments	37,070,222	1,332,773	\$1,732,968.02		15,534,018	559,235	\$737,000.46
Adjustments for Value of:							
Overage Deducted from Class I & II			287.79				410.37
Beginning Inventory Reclassification			33.79				532.97
Other Source Milk Deducted from Class I at Class I Price			2,748.24				13,941.30
Butterfat More or Less than 3.5 Percent			-30,537.19				-13,756.58
Producer Location Differentials			-0-				7,196.20
Half of Producer-Equalization Fund			23,794.07				7,037.83
Other Source Milk deducted from Class I at Blend Price			-2,882.16				-13,584.38
Aggregate Value and Average Price	\$4.6571411		\$1,726,412.56		\$4.755873		\$738,778.17
Reserve to Producer-Equalization Fund	.0471411		-17,475.31		.045873		-7,125.92
Uniform Price for 3.5% Milk	<u>\$4.61</u>		\$1,708,937.25		<u>\$4.71</u> [†]		\$731,652.25

[†] See Page 1 for Base and Excess breakdown

(Cont'd from page 1)

CHANGING FLUID MILK DISTRIBUTION PATTERNS

region was in half-gallons (64 percent was in quarts), compared with 67 percent in the West North Central region in 1965. Gallon containers were most important in the West South Central region, where they were used for 31 percent of milk sales.⁴⁾

Sales in bulk containers (5 quarts and over) represented about 6 percent of whole milk sales; most were in 10-quart or larger dispenser containers to wholesale outlets. Bulk sales in 5-10-quart bag-in-box containers represented only about 1 percent of whole milk sales. These containers are relatively new and are being used by some dealers on home delivery routes in an attempt to increase sales.

The glass quart, once the most important container for fluid milk, accounted for only 5 percent of fluid milk sales, compared with about 40 percent for the paper half-gallon.

Fluid milk in all paper containers accounted for 64 percent of total fluid milk sales in November 1964; glass containers for 30 percent; plastic containers for 3 percent; and metal cans for about 3 percent. The increase in the proportion of fluid milk sales made through food stores

has been chiefly responsible for shifts in types of containers — to the one-trip paper carton and the multi-quart package. Glass is still most important on home delivery routes.

Although sales in rigid plastic containers still were a small percent of total sales in November 1964, these containers then were new, and their use may have increased since that time. Plastic containers are relatively important in some markets. Progress has been made in solving some of the problems of filling, capping, and handling plastic containers. Apparently the higher present cost of the plastic container, compared with both paper and glass, and problems in the filling operation remain obstacles to more rapid adoption. Most plastic milk cartons are nonreturnable, but reusable plastic containers have been adopted in some areas. More widespread adoption is partially dependent on approval by State and local health jurisdictions. Plastic lined corrugated dispenser containers are replacing metal cans on wholesale routes of some dealers.

(Dairy Situation - September 1966)

(Cont'd on page 8)

* Subject to location differentials where applicable. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations. The prices listed do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of the minimum requirements.

UTILIZATION AND CLASS

MILWAUKEE MARKET NO. 39

ITEM	August 1966		July 1966		August 1965	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
CLASS I MILK						
Packaged Products:						
Fluid Milk	48,336	3.5	45,387	3.5	45,259	3.5
Flavored Milk	1,406	3.5	1,254	3.5	1,424	3.5
2% Skim Milk, Solids added	6,551	2.1	5,960	2.1	5,599	2.1
2% Skim Milk,	2,050	2.1	1,920	2.1	1,630	2.1
Skim Milk, Solids Added	1,942	.4	1,871	.4	2,091	.4
Skim Milk	951	.7	944	.6	884	.6
Buttermilk	635	1.1	766	1.0	657	1.2
Flavored Milk Drink	227	.6	237	.6	235	.6
Half & Half	932	12.4	876	12.4	1,137	12.4
Light Cream	17	17.8	15	17.0	29	18.0
Whipping Cream	158	33.8	165	33.6	182	33.6
Cultured Cream	315	17.1	284	16.8	301	17.5
Subtotal	63,520	3.4	59,679	3.4	59,428	3.5
Bulk Sales to Nonhandlers	345	3.6	379	3.6	1,503	3.5
Unaccounted for Milk	395	3.8	189	9.2	210	5.2
Total Utilized in Class I	64,260	3.4	60,247	3.4	61,141	3.5
Nonpool Receipts*	1,898	3.5	1,730	3.5	-444	6.0
CLASS I - PRODUCER MILK	66,158	3.4	61,977	3.4	60,697	3.5
CLASS II MILK						
Eggnog						
Bakeries et al. **	83	19.5	75	19.2	104	10.7
Cottage Cheese	4,305	1.0	4,508	1.0	4,470	.9
Cheese	2,354	3.7	2,303	3.7	4,351	3.5
Butter	188	35.1	531	24.4	988	6.7
Evap., Cond., & Pwd.	1,188	3.5	2,920	1.5	3,363	4.3
Ice Cream & Mixes	5,578	6.7	3,093	9.5	2,982	10.1
Livestock Feed	91		121		92	
Dumped Products	15		7		77	
Skim Equiv. Fort. Prod.	1,693		1,527		1,564	
Ending Inventory	5,600	4.0	6,235	3.8	5,231	3.9
Shrinkage	1,364	2.8	1,098	3.3	968	2.3
Total Utilized in Class II	22,459	4.0	22,418	3.9	24,190	3.9
Nonpool Receipts*	-11,055	3.3	-9,884	3.2	-8,024	3.4
CLASS II - PRODUCER MILK	11,404	4.7	12,534	4.6	16,166	4.1
TOTAL PRODUCER RECEIPTS	77,562	3.6	74,511	3.6	76,863	3.6

* Includes receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and adjustment for Class II interorder transfers shown as Class I.

** Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

▲ Prior to May 1, 1966

CLASSIFICATION OF MILK

— NORTHEASTERN MARKET NO. 45 —

— MADISON MARKET NO. 51 —

August 1966		July 1966		August 1965		August 1966		July 1966		August 1965	
Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
20,338	3.4	19,540	3.4	19,254	3.4	6,837	3.4	7,227	3.4	6,991	3.4
908	3.5	832	3.4	803	3.5	399	3.7	369	3.7	400	3.8
1,770	2.1	1,640	2.1	1,280	2.1	1,509	2.1	1,489	2.1	1,388	2.1
351	2.0	306	2.0	253	1.8						
900	.4	672	.4	835	.4	356	.5	372	.5	350	.5
388	.4	552	.4	403	.6	43	.2	38	.3	51	.2
241	.8	279	.8	230	.9	115	1.5	130	1.5	120	1.4
110	.9	103	.7	116	.7	12	.7	11	.2	36	2.6
438	12.6	419	12.6	444	12.8	250	12.1	254	12.2	271	12.1
4	25.2	4	24.3	4	23.0	5	29.4	2	21.8	7	29.2
70	30.3	79	35.2	78	34.9	21	33.5	27	33.5	23	34.1
130	12.4	103	18.8	95	18.8	77	18.3	75	18.4	53	19.3
25,648	3.4	24,529	3.4	23,795	3.5	9,624	3.5	9,994	3.5	9,690	3.5
447	3.7	453	3.5	266	3.8	2,306	3.6	3,032	3.6	1,885	3.8
138	8.8	96	13.3	247	4.7	69	3.0	86	8.9	91	3.7
26,233	3.5	25,078	3.5	24,308	3.5	11,999	3.5	13,112	3.6	11,666	3.6
-822	3.2	-716	3.3	-893	2.6	-1,278	4.6	-1,463	4.4	-863	4.2
25,411	3.5	24,362	3.5	23,415	3.6	10,721	3.4	11,649	3.4	10,804	3.5
2,374	1.0	2,389	1.0	2,309	1.0	3	33.1	4	19.8	11	12.1
7,087	3.5	9,255	3.5	4,023	3.5	1,500	.9	1,597	1.0	931	1.1
139	32.0	154	34.0	184	33.7	1,847	3.1	1,037	3.0	1,301	2.8
1,058	1.2	1,500	1.3	1,273	.4	179	36.2	250	21.9	142	34.5
2,059	8.3	2,282	8.2	2,088	8.1	772	-0-	1,231		1,090	
73		94		68		1,061	7.7	1,373	8.6	1,214	7.5
7		4		20		61		133		92	
533		497		525		27		3		8	
2,682	3.9	2,902	3.9	2,428	4.3	290		250		331	
546	3.9	551	4.0	510	3.5	1,040	4.2	1,203	4.2	1,038	4.3
16,558	3.8	19,628	3.8	13,428	3.9	232	2.7	251	2.9	262	2.2
-4,899	3.6	-4,781	3.7	-4,096	4.1	7,012	3.8	7,332	3.8	6,421	3.7
11,659	3.9	14,847	3.7	9,332	3.8	-2,199	3.3	-2,873	3.7	-2,606	3.6
37,070	3.6	39,209	3.6	32,747	3.6	4,813	4.1	4,459	3.9	3,815	3.8
						15,534	3.6	16,108	3.6	14,619	3.6

RECEIPTS AND CLASS I UTILIZATION*

	YEAR	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	AVG
MILWAUKEE ORDER No. 39 ▲														
Producer Receipts														
Class I Pounds	1964	61.2	58.0	59.6	59.1	58.0	54.3	55.0	55.7	58.5	63.9	58.5	62.7	58.7
	1965	62.0	57.6	64.5	65.8	64.2	61.3	62.5	60.7	64.9	67.0	66.2	68.0	63.7
	1966	67.6	63.5	70.2	67.9	67.2	63.1	62.0	66.2					
Class I Percent	1964	83.5	82.3	78.8	81.3	77.5	77.5	81.7	81.5	86.0	88.0	81.8	82.6	81.9
	1965	79.3	80.5	80.8	79.8	75.8	76.9	80.3	79.0	87.1		88.2	86.4	81.8
	1966	83.7	85.8	84.9	84.1	82.0	79.4	83.2	85.3					
Total Receipts	1964	73.4	70.6	75.7	72.7	74.8	70.1	67.2	68.3	68.0	72.6	71.5	75.9	71.7
	1965	78.2	71.6	79.9	82.4	84.7	79.7	77.8	76.9	74.5	76.6	75.1	78.7	78.0
	1966	80.7	74.0	82.7	80.7	81.9	79.5	74.5	77.6					
Other Source Receipts	1964	3.4	3.4	3.5	3.5	3.6	3.6	3.9	3.8	4.8	5.1	4.0	4.1	3.9
	1965	3.9	3.7	4.4	4.5	4.3	4.8	5.3	4.4	5.5	5.7	5.5	5.3	4.8
	1966	4.3	5.0	5.6	4.4	4.6	4.5	5.0	5.2					
NORTHEASTERN WISCONSIN ORDER No. 45														
Producer Receipts														
Class I Pounds	1964	24.5	23.2	23.7	23.6	23.2	21.7	24.2	24.1	24.0	25.4	23.2	24.2	23.8
	1965	24.0	22.6	25.3	23.8	23.0	21.8	24.6	23.4	23.9	24.5	24.3	24.6	23.8
	1966	24.5	23.0	24.9	23.8	24.0	22.1	24.4	25.4					
Class I Percent	1964	55.0	57.4	54.2	55.6	52.2	52.1	66.3	69.5	71.5	67.6	62.3	59.4	60.3
	1965	56.2	57.0	56.4	54.3	51.6	51.7	70.5	71.5	73.3	70.7	67.0	62.4	61.9
	1966	57.3	57.9	55.7	53.9	52.1	48.7	62.1	68.6					
Total Receipts	1964	44.7	40.4	43.7	42.5	44.4	41.5	36.4	34.6	33.6	37.6	37.2	40.8	39.8
	1965	42.8	39.6	44.8	43.8	44.7	42.2	34.9	32.7	32.7	34.7	36.2	39.4	39.0
	1966	42.7	39.8	44.8	44.1	46.0	45.4	39.2	37.1					
Other Source Receipts	1964	5.0	1.2	1.3	1.5	1.5	1.7	2.3	2.7	2.3	2.0	2.0	1.9	2.1
	1965	1.9	1.9	2.3	2.1	2.1	2.5	3.2	2.9	2.4	2.3	2.1	2.2	2.3
	1966	1.9	1.9	2.3	2.1	2.4	2.7	2.9	2.8					
MADISON ORDER No. 51														
Producer Receipts														
Class I Pounds	1964	16.0	15.7	16.3	15.1	13.9	13.9	14.6	14.5	16.6	18.5	16.7	17.3	15.8
	1965	17.0	14.3	18.0	11.3	9.9	9.4	11.8	10.8	12.3	12.8	12.6	12.1	12.7
	1966	12.2	11.5	11.9	10.7	11.0	9.9	11.6	10.7					
Class I Percent	1964	71.3	72.5	70.9	68.3	60.9	67.2	76.0	76.4	82.7	85.2	78.7	75.2	73.8
	1965	71.3	65.8	75.0	64.9	59.6	58.8	78.3	73.9	86.8	82.9	83.4	76.1	73.1
	1966	74.5	76.3	69.2	63.9	62.8	59.0	72.3	69.0					
Total Receipts	1964	22.4	21.6	23.1	22.1	22.9	20.8	19.1	19.0	20.1	21.8	21.2	23.1	21.4
	1965	23.8	21.8	24.0	17.4	16.6	16.1	15.1	14.6	14.2	15.5	15.1	16.0	17.5
	1966	16.4	15.1	17.2	16.8	17.5	16.8	16.1	15.5					
Other Source Receipts	1964	1.8	1.7	2.0	1.9	2.2	2.3	2.7	2.5	2.4	2.6	3.2	2.6	2.3
	1965	2.3	1.9	2.2	2.3	4.9	3.7	2.6	2.6	2.8	3.3	3.3	2.6	2.9
	1966	2.9	2.4	2.0	2.3	2.3	2.6	3.3	2.3					

* Shown in millions of pounds

PRODUCER DELIVERY INFORMATION

	YEAR	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVG
MILWAUKEE ORDER No. 39 ▲														
Number of Farms	1964	2250	2237	2227	2209	2181	2170	2180	2229	2236	2268	2257	2254	2225
	1965	2246	2237	2228	2350	2345	2333	2346	2372	2362	2300	2306	2304	2311
	1966	2295	2294	2275	2252	2238	2280	2302	2362					
Average Daily Production	1964	1058	1093	1110	1116	1132	1092	1003	1005	1021	1031	1060	1090	1067
	1965	1121	1136	1154	1166	1161	1152	1073	1051	1060	1019	1089	1112	1108
	1966	1134	1152	1170	1195	1177	1166	1050	1076					
Average Test, %	1964	3.76	3.73	3.72	3.73	3.72	3.59	3.58	3.60	3.69	3.78	3.80	3.82	3.71
	1965	3.78	3.77	3.77	3.75	3.71	3.62	3.56	3.60	3.75	3.80	3.78	3.77	3.72
	1966	3.75	3.75	3.73	3.73	3.72	3.65	3.60	3.58					
NORTHEASTERN WISCONSIN ORDER No. 45														
Number of Farms	1964	1421	1341	1335	1334	1333	1319	1323	1326	1317	1318	1312	1311	1332
	1965	1304	1306	1305	1301	1282	1286	1203	1219	1287	1288	1344	1332	1288
	1966	1378	1374	1350	1332	1328	1323	1291	1294					
Average Daily Production	1964	1014	1038	1055	1063	1075	1050	890	843	851	920	944	1005	979
	1965	1058	1084	1107	1122	1125	1095	935	867	846	868	898	954	997
	1966	1000	1034	1071	1103	1118	1114	980	924					
Average Test, %	1964	3.68	3.65	3.66	3.66	3.66	3.59	3.56	3.58	3.72	3.77	3.76	3.74	3.67
	1965	3.69	3.68	3.68	3.67	3.64	3.64	3.59	3.62	3.76	3.81	3.77	3.73	3.69
	1966	3.71	3.69	3.66	3.66	3.65	3.63	3.57	3.59					
MADISON ORDER No. 51														
Number of Farms	1964	642	641	640	635	633	628	635	639	646	649	642	645	640
	1965	645	644	638	508	488	486	497	504	499	500	493	492	533
	1966	490	488	488	490	484	478	518	496					
Average Daily Production	1964	1125	1163	1163	1158	1167	1102	973	958	1035	1082	1103	1153	1098
	1965	1189	1206	1215	1144	1095	1102	979	936	948	997	1023	1047	1073
	1966	1081	1106	1135	1142	1169	1170	1003	1010					
Average Test, %	1964	3.69	3.65	3.66	3.65	3.63	3.54	3.50	3.51	3.61	3.69	3.72	3.76	3.63
	1965	3.69	3.68	3.69	3.70	3.70	3.61	3.56	3.59	3.77	3.79	3.76	3.74	3.69
	1966	3.73	3.72	3.70	3.70	3.69	3.62	3.56	3.60					

▲ Prior to May 1, 1966

MANUFACTURING AND FEDERAL ORDER PRICES

	YEAR	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	AVG
Manufacturing Prices (cents)														
92 Score Butter	1964	57.97	57.97	57.97	57.97	57.97	57.97	58.00	59.51	61.32	60.47	62.27	59.24	59.05
	1965	58.00	57.99	57.99	58.97	58.97	58.97	59.00	61.03	62.22	62.89	63.27	63.45	60.23
	1966	59.33	61.80	63.40	62.80	63.54	65.99	71.19	73.05					
Cheddar Cheese - Wisconsin	1964	35.25	35.12	34.19	33.81	33.70	33.75	33.75	34.38	36.31	36.75	36.75	36.75	35.04
	1965	35.38	35.25	35.25	35.20	34.75	34.75	34.75	35.00	35.22	38.00	40.30	35.84	
	1966	40.50	41.62	43.50	41.10	40.81	42.38	44.95	47.00					
Spray Dry Skim	1964	14.32	14.26	14.25	14.19	14.22	14.24	14.23	14.30	14.30	14.29	14.23	14.20	14.25
	1965	14.23	14.27	14.25	14.22	14.28	14.21	14.24	14.31	14.21	14.31	14.42	14.31	14.27
	1966	14.54	14.59	14.81	16.02	16.70	16.81	18.83	19.63					
Federal Order Prices (per cwt)														
Basic Formula *	1964	3.17	3.16	3.15	3.12	3.12	3.11	3.12	3.15	3.24	3.27	3.29	3.29	3.18
	1965	3.25	3.22	3.22	3.23	3.22	3.20	3.21	3.25	3.29	3.34	3.39	3.47	3.27
	1966	3.47	3.58	3.68	3.64	3.65	3.82	4.05	4.26					
Class I Price Differentials														
Orders No. 39 and No. 51		.88	.88	.68	.22	.22	.22	(Emergency price incr. for Ord. 39-45-51)						
Northeastern Order No. 45		.74	.74	.54	.54	.54	.54	.74	.94	.94	.94	.94	.74	.74
Class I Supply - Demand Adjustments														
Orders No. 39 and No. 51	1964	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24
	1965	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24
	1966	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24				
Northeastern Order No. 45	1964	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.20	-.16	-.16	-.22
	1965	-.20	-.24	-.24	-.24	-.24	-.24	-.24	-.24	-.20	-.16	-.12	-.08	-.20
	1966	-.12	-.16	-.20	-.24	-.24	-.24	-.24	-.24	-.24				
Class I Prices (cwt)														
Orders No. 39 and No. 51 **	1964	3.80	3.81	3.60	3.59	3.56	3.56	3.75	3.96	3.99	4.08	4.11	3.93	3.81
	1965	3.93	3.89	3.66	3.66	3.67	3.66	3.84	4.05	4.09	4.13	4.18	4.18	3.91
	1966	4.18	4.18	4.174	4.292	4.30	4.31	4.617	4.89	5.10				
Northeastern Order No. 45	1964	3.66	3.67	3.46	3.45	3.42	3.42	3.61	3.82	3.85	3.98	4.05	3.87	3.69
	1965	3.83	3.75	3.52	3.52	3.53	3.52	3.70	3.91	3.99	4.07	4.16	4.05	3.80
	1966	4.16	4.14	4.094	4.158	4.16	4.17	4.477	4.75	4.96				
Class I Butterfat Differentials (cents)														
Orders No. 39 and No. 51 (.120 x Butter)	1964	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.1	7.4	7.3	7.5	7.1
	1965	7.1	7.0	7.0	7.0	7.1	7.1	7.1	7.1	7.3	7.5	7.5	7.6	7.2
	1966	7.6	7.1	7.4	7.6	7.5	7.6	7.9	8.5	8.8				
Northeastern Order No. 45 (.125 x Butter)	1964	7.3	7.2	7.2	7.2	7.2	7.2	7.2	7.2	7.4	7.7	7.6	7.8	7.4
	1965	7.4	7.2	7.2	7.2	7.4	7.4	7.4	7.4	7.6	7.8	7.9	7.9	7.5
	1966	7.9	7.4	7.7	7.9	7.8	7.9	8.2	8.9	9.1				
Class II Butterfat Differentials (cents)														
Orders No. 39, 45 and 51 (.115 x Butter)	1964	6.7	6.7	6.7	6.7	6.7	6.7	6.7	6.8	7.1	7.0	7.2	6.8	6.8
	1965	6.7	6.7	6.7	6.8	6.8	6.8	6.8	7.0	7.2	7.2	7.3	7.3	6.9
	1966	6.8	7.1	7.3	7.2	7.3	7.6	8.2	8.4					

* Class II price which is the Wisconsin-Minnesota Series

PRODUCERS UNIFORM PRICES & BUTTERFAT DIFFERENTIALS

Milwaukee Order No. 39 ▲														
Uniform Prices **	1964	3.70	3.71	3.50	3.50	3.46	3.47	3.64	3.82	3.89	3.98	3.96	3.81	3.70
	1965	3.79	3.75	3.58	3.58	3.56	3.55	3.72	3.89	3.99	4.03	4.09	4.08	3.80
	1966	4.05	4.10	4.10	4.18	4.19	4.21	4.53	4.80					
Producer Differentials	1964	6.9	6.9	6.9	6.9	6.9	6.9	6.9	7.0	7.1	7.3	7.3	7.3	7.0
	1965	7.0	6.9	6.9	6.9	7.0	7.0	7.0	7.1	7.3	7.4	7.5	7.5	7.1
	1966	7.4	7.1	7.4	7.5	7.5	7.6	8.0	8.5					
Northeastern Order No. 45														
Uniform Prices **	1964	3.44	3.45	3.31	3.30	3.27	3.28	3.46	3.62	3.69	3.74	3.76	3.63	3.50
	1965	3.57	3.53	3.39	3.39	3.39	3.38	3.58	3.74	3.81	3.85	3.90	3.82	3.61
	1966	3.85	3.90	3.90	3.91	3.91	3.99	4.33	4.61					
Producer Differentials	1964	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.1	7.3	7.4	7.4	7.4	7.1
	1965	7.1	7.0	7.0	7.0	7.1	7.1	7.2	7.3	7.5	7.6	7.7	7.7	7.3
	1966	7.4	7.3	7.5	7.6	7.5	7.7	8.2	8.7					
Madison Order No. 51														
Uniform Prices **	1964	3.62	3.65	3.47	3.44	3.39	3.42	3.61	3.78	3.87	3.96	3.94	3.77	3.66
	1965	3.73	3.67	3.55	3.53	3.50	3.48	3.72	3.84	3.99	3.99	4.04	4.01	3.75
	1966	3.99	4.06	4.02	4.07	4.06	4.13	4.47	4.71					
Producer Differentials	1964	6.9	6.9	6.9	6.9	6.9	6.9	6.9	6.9	7.1	7.3	7.3	7.3	7.0
	1965	7.0	6.9	6.9	6.9	7.0	7.0	7.0	7.1	7.3	7.4	7.5	7.5	7.1
	1966	7.3	7.1	7.4	7.4	7.4	7.6	8.0	8.5					

▲ Prior to May 1, 1966

** Weighted averages are shown for all markets whenever base and excess prices and/or location differentials are applicable.

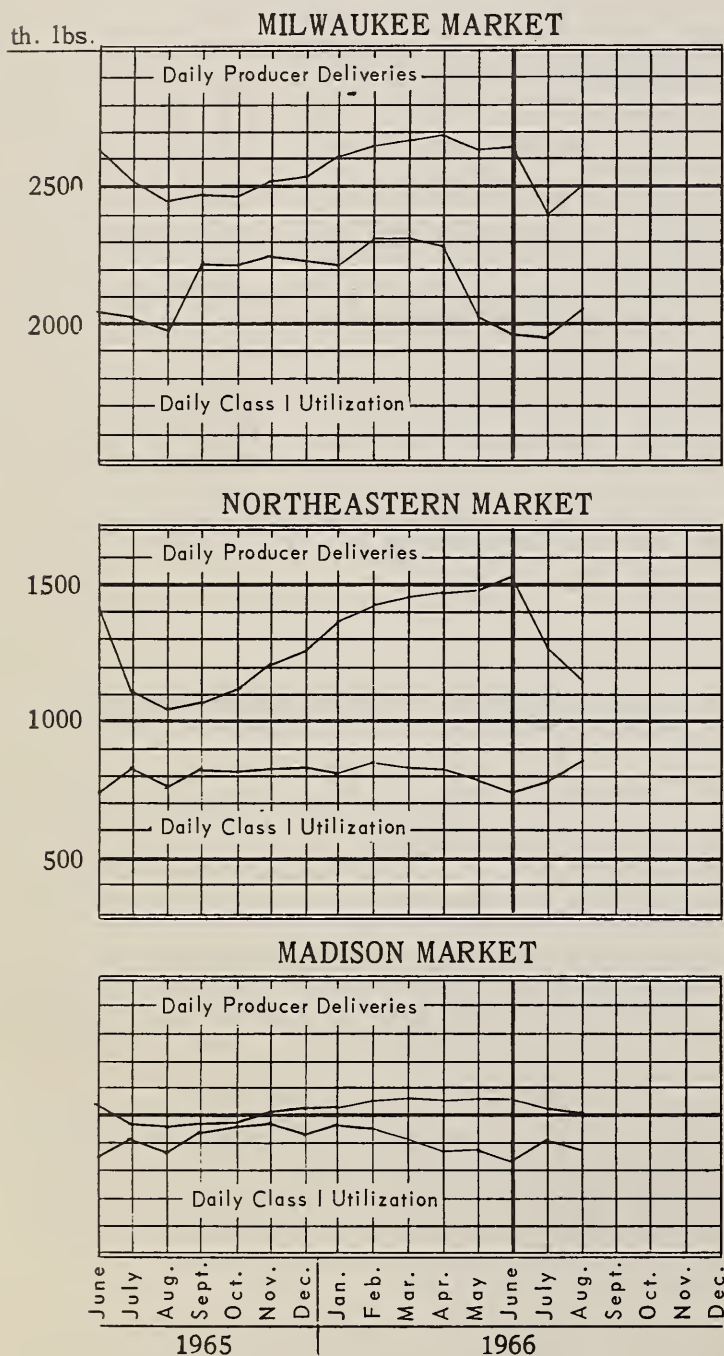
WISCONSIN FEDERAL MILK ORDER BULLETIN

Published Monthly By
Federal Milk Market Administrator
3034 West Wisconsin Avenue
Appleton, Wisconsin
for the

Milwaukee, Northeastern and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with §1039.74 of the Milwaukee Wisconsin marketing order, §1045.75 of the Northeastern Wisconsin marketing order, and §1051.77 of the Madison Wisconsin marketing order.

COMPARISON OF DAILY PRODUCER DELIVERIES TO DAILY CLASS I UTILIZATION



HAVE YOU HEARD

Robert L. Edwards of Shawano, a distributor for Morning Glory products, purchased Village Farms Dairy, Inc. of Bonduel, Wisconsin effective August 1, 1966. The bottling operation at Village Farms Dairy ceased July 31, 1966.

* * *

Mr. Edwards and partners purchased Shawano City Dairy of Shawano, effective September 1, 1966.

* * *

Al Luenser, office manager of Hawthorn-Mellody Farms of Waukesha, is recuperating from a heart attack suffered earlier this month. His address is the Waukesha Memorial Hospital, Waukesha, Wisconsin.

* * *

Earl Younk, formerly of Lake to Lake Dairy Cooperative, has been named controller of Hawthorn-Mellody Farms Dairy, Waukesha.

* * *

Allen D. Millen, an auditor with the Market Administrator's office in Madison has accepted the position of Dairy Manager, Philippine Region, Philippine Islands for the Army and Air Force Exchange Service.

Mr. Millen is married and has a daughter. His family plans to join him in the Philippines by the end of the year.

* * *

The Manitowoc Milk Producers have purchased a building at 614 S. 26th Street, Manitowoc and are in the process of remodeling it for office and laboratory use. They plan on moving in on or about October 1, 1966.

* * *

CHANGING FLUID MILK PATTERNS (Cont'd from page 3)

- 1) *Packaged Fluid Milk Sales in Federal Milk Order Markets, By Type and Size of Containers, and Distribution Method, C&MS-11*, (Nov. 1964), Consumer and Mktg. Serv., July 1966.
- 2) *Food From Farmer to Consumer*, Report of the National Commission on Food Marketing, June 1966, p. 48
- 3) Manchester, Alden C. "Dairy Products", *The Food Marketing Industries - Recent and Prospective Structural Changes*, U. S. Dept. of Agri., Econ. Res. Serv., ERS-295.
- 4) National container survey conducted for the Glass Container Manufacturers Institute, reported in *The Milk Dealer*, Vol. 55, No. 9, June 1966.

* * *

MILWAUKEE MARKET NO. 39

UTILIZATION AND CLASSIFICATION OF MILK

ITEM	August 1966		July 1966	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
CLASS I MILK				
Packaged Products:				
Fluid Milk	109,606	3.4	87,371	3.4
Flavored Milk	3,085	3.5	2,191	3.5
2% Skim Milk, Solids added	8,653	2.1	7,119	2.1
2% Skim Milk	2,546	2.1	1,920	2.1
Skim Milk, Solids added	3,922	.5	3,634	.5
Skim Milk	1,394	.6	1,042	.6
Buttermilk	2,049	1.5	1,904	1.2
Flavored Milk Drink	686	.9	785	1.0
Half & Half	2,861	12.1	2,351	12.0
Light Cream	121	18.2	92	18.0
Whipping Cream	275	34.0	260	33.3
Cultured Cream	988	17.8	655	17.2
Subtotal	136,186	3.5	109,324	3.5
Bulk Sales to Nonhandlers	45,281	3.6	41,419	3.5
Unaccounted for Milk	770	6.0	844	7.1
Total Utilized in Class I	182,237	3.6	151,587	3.5
Nonpool Receipts *	-5,731	4.0	-7,117	3.6
CLASS I - PRODUCER MILK	176,506	3.6	144,470	3.5
CLASS II MILK				
Eggnog	-	-	-	-
Bakeries et al. **	2,531	13.9	1,733	19.7
Cottage Cheese	16,715	.8	13,286	.7
Cheese	21,091	3.4	25,699	3.4
Butter	2,250	32.4	4,038	31.4
Evap., Cond., & Pwd.	55,552	.9	76,135	.7
Ice Cream & Mixes	11,624	11.4	10,502	14.6
Livestock Feed	140		153	
Dumped Products	15		7	
Skim Equiv. Fort. Prod.	1,775		1,601	
Ending Inventory	14,749	4.0	12,826	4.1
Shrinkage	3,308	3.0	2,678	3.5
Total Utilized in Class II	129,750	3.4	148,658	3.5
Nonpool Receipts *	-23,816	3.0	-13,995	3.8
CLASS II - PRODUCER MILK	105,934	3.5	134,663	3.5
TOTAL PRODUCER RECEIPTS	282,440	3.5	279,133	3.5

SELECTED DATA COMPARISONS

	August 1966	July 1966
Average Daily:		
Producer Milk, thous. lbs.	9,111	9,004
Other Receipts, thous. lbs.	418	308
Gross Class I, thous. lbs.	5,879	4,890
Gross Class II, thous. lbs.	4,185	4,795
Deliveries per Farm, lbs.	961	981
Number of Farms	9,516	9,192
Avg. Test of Producer Milk, %	3.53	3.51
Number of Handlers:		
Pool Plants	42	40
Other Handlers	2	2
Producer Milk in Class I, %	62.5	51.8
Shrinkage to Total Receipts:		
Product Pounds, %	1.09	.98
Butterfat Pounds, %	1.07	1.19

* Includes receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and adjustment for Class II interorder transfers shown as Class I.

** Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amount of eggnog during off-season months.

◆ Data from all regulated Handlers including those under Order No. 30 prior to May 1, 1966.

MINIMUM PAY PRICES FOR HANDLERS

AUGUST 1966

Milwaukee Wisconsin Marketing Area
Federal Order No. 39

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers.

NAME AND LOCATION OF PLANTS	MINIMUM PAY PRICE	B'FAT DIF'L
Antigo Milk Products Cooperative, Antigo	\$4.33	8.4¢
Beatrice Foods Co., Waukegan, Ill.	4.49	8.4
Blochowiak Dairy Company, Milwaukee	4.72	8.5
The Borden Company, Dixon, Ill.	4.67	8.5
The Borden Company, Milwaukee	4.79	8.5
The Borden Company, Woodstock, Ill.	4.71	8.5
Borden Foods Company, New London	4.57	8.5
Bowman Dairy Company, Janesville	4.49	8.4
Bowman Dairy Company, River Forest, Ill.	4.53	8.4
Cedarburg Dairy, Inc., Cedarburg	4.86	8.5
Christiansen's Dairy, Hartford	4.99	8.5
Consolidated Badger Cooperative, Appleton	4.45	8.4
Consolidated Badger Cooperative, Seymour	4.43	8.4
Consolidated Badger Cooperative, Wittenberg	4.37	8.4
Country Delight, Inc., Fennimore	4.63	8.5
Country Delight, Milk Products Division, Hampshire, Ill.	4.77	8.5
Dean Milk Company, Belvidere, Ill.	4.49	8.4
Dean Milk Company, Rockford, Ill.	4.49	8.4
Deerfield Creamery Company, Deerfield	4.49	8.4
Fairmont Foods Company, Kewaskum	4.85	8.5
Galloway-West Company, Fond du Lac	4.63	8.5
Golden Guernsey Dairy Cooperative, Milwaukee	4.78	8.5
Golden Guernsey Dairy Cooperative, Waukesha	4.78	8.5
Harmony Dairy Products, Inc., Racine	4.92	8.5
Hawthorn-Mellody Farms Dairy, Milwaukee	4.75	8.5
Hawthorn-Mellody Farms Dairy, Whitewater	4.75	8.5
Healthway Dairy, Inc., Fort Atkinson	4.75	8.5
Hiawatha Valley Dairies Cooperative, Sparta	4.56	8.5
Hillpoint Cooperative Dairies, Reedsburg	4.53	8.4
Home Dairy, Beaver Dam	4.88	8.5
Keystone Farms, Waukesha	4.84	8.5
Krueger Dairy, Grafton	4.89	8.5
Ludwig Milk Company, Polo, Ill.	4.51	8.5
McFarlands' Farm Dairy, Watertown	4.70	8.5
Milk Producers Cooperative, Inc., Kenosha	4.75	8.5
Mullen's Dairy, Watertown	4.70	8.5
Pabst Farms, Inc., Oconomowoc	4.46	8.4
Pabst Farms, Inc., Paoli	4.46	8.4
Pet Milk Company, Belleville	4.56	8.4
Progressive Dairy Products Co., Racine	4.84	8.5
Pure Milk Association, Albion	4.72	8.5
Pure Milk Association, Burlington, Ill.	4.76	8.5
Pure Milk Association, Burlington, Wis.	4.72	8.5
Pure Milk Association, Juneau	4.72	8.5
Pure Milk Association, Kansasville	4.92	8.5
Pure Milk Association, Mount Horeb	4.72	8.5
Pure Milk Association, Pearl City, Ill.	4.72	8.5
Roets Home Dairy, Waupun	4.92	8.5
Sealtest Foods, Milwaukee	4.81	8.5
Slinger Creamery, Incorporated, Slinger	4.61	8.4
Viroqua Cooperative Creamery Company, Viroqua	4.51	8.5
Warren Dairy, Burlington	4.96	8.5
Wayside Dairy, Belgium	4.87	8.5
West Side Dairy, Inc., Hartford	4.88	8.5
Willow Dale Dairy Farms, Inc., Antioch, Ill.	4.85	8.5
Wisconsin Dairies Cooperative, Sauk City	4.74	8.5
Wright & Wagner Dairy, Beloit	4.45	8.4
WEIGHTED AVERAGES		
Combination	\$4.65	8.5¢
Milwaukee Only	\$4.80	8.5¢

* Subject to location differentials where applicable. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations. The prices listed do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of the minimum requirements.